

Rep Order# 8843570 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36985

Printed: 10/03/2012 11:07 AM
Last Received: 10/03/2012 6:57 AM
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FOR US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$46,055
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	500A-600A		:30	\$225.00	10/31-11/02	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
	2	M-TU	500A-600A		:30	\$225.00	11/05-11/06	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
	3	W-F	600A-700A		:30	\$275.00	10/31-11/02	3	1	3	\$825.00	
				Buyline Comment: 6A NEWS								
	4	M-TU	600A-700A		:30	\$275.00	11/05-11/06	2	1	2	\$550.00	
				Buyline Comment: 6A NEWS								
	5	W-F	700A-900A		:30	\$200.00	10/31-11/02	3	1	3	\$600.00	
				Buyline Comment: EARLY SHOW								
	*6	M-TU	700A-900A		:30	\$200.00	11/05-11/06	2	1	2	\$400.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	7	W-F	900A-1000A		:30	\$275.00	10/31-11/02	2	1	2	\$550.00	
		Buyline Comment: LIVE WITH KELLY										
	8	M-TU	900A-1000A		:30	\$275.00	11/05-11/06	2	1	2	\$550.00	
		Buyline Comment: LIVE WITH KELLY										
	*9	W-F	1000A-1100A		:30	\$450.00	10/31-11/02	0	0	0	\$0.00	
		Buyline Comment: PRICE IS RIGHT										
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*10	M-TU	1000A-1100A		:30	\$1,575.00	11/05-11/06	1	1	1	\$1,575.00	
		Buyline Comment: PRICE IS RIGHT										
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*11	W-F	1100A-1200P		:30	\$1,925.00	10/31-11/02	1	1	1	\$1,925.00	
		Buyline Comment: Y&R										
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*12	M-TU	1100A-1200P		:30	\$1,925.00	11/05-11/06	1	1	1	\$1,925.00	
		Buyline Comment: Y&R										
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	13	W-F	1200P-1230P		:30	\$325.00	10/31-11/02	2	1	2	\$650.00	
		Buyline Comment: NOON NEWS										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	14	M	1200P-1230P		:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
				Buyline Comment: NOON NEWS								
	15	W-F	300P-400P		:30	\$425.00	10/31-11/02	3	1	3	\$1,275.00	
				Buyline Comment: ELLEN								
	16	M	300P-400P		:30	\$425.00	11/05-11/05	1	1	1	\$425.00	
				Buyline Comment: ELLEN								
	*17	W-F	430P-500P		:30	\$450.00	10/31-11/02	3	1	3	\$1,350.00	
				Buyline Comment: 4P NEWS								
				Sales Remark: V3 .								
				V3 Time Changed, Comment Changed								
	*18	M	430P-500P		:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
				Buyline Comment: 4P NEWS								
				Sales Remark: V3 .								
				V3 Time Changed, Comment Changed								
	*19	W-F	500P-630P		:30	\$1,750.00	10/31-11/02	4	1	4	\$7,000.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*20	M	500P-630P		:30	\$1,750.00	11/05-11/05	2	1	2	\$3,500.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*21	M	630P-700P		:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 .								
				V3 Program Name Change, Comment Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*22	W-F	700P-800P		:30	\$350.00	10/31-11/02	2 ✓	1	2	\$700.00	
				Buyline Comment: ET/INSIDE EDITION								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	23	W-F	1100P-1135P		:30	\$600.00	10/31-11/02	3	1	3	\$1,800.00	
				Buyline Comment: 11P NEWS								
	24	M	1100P-1135P		:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
				Buyline Comment: 11P NEWS								
	25	W-F	1135P-1235A		:30	\$275.00	10/31-11/02	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								
	26	M	1135P-1235A		:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
				Buyline Comment: LETTERMAN								
	27	M	1000P-1100P		:30	\$2,100.00	11/05-11/05	1	1	1	\$2,100.00	
				Buyline Comment: HAWAII 5-0								
	*28	W	1000P-1100P		:30	\$2,300.00	10/31-10/31	1 ✓	1	1	\$2,300.00	
				Buyline Comment: CSI								
				Sales Remark: V3 .								
				V3 Program Name Change, Comment Changed								
	29	F	1000P-1100P		:30	\$1,600.00	11/02-11/02	1	1	1	\$1,600.00	
				Buyline Comment: BLUE BLOODS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*30	SA-SU	1100P-1135P		:30	\$400.00	11/03-11/04	2 /	1	2	\$800.00	
				Buyline Comment: 11P NEWS WKND								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	31	SA	500A-700A		:30	\$95.00	11/03-11/03	1	1	1	\$95.00	
				Buyline Comment: CBS SAT AM								
	*32	SA	1230P-400P		:30	\$300.00	11/03-11/03	1 /	1	1	\$300.00	
				Buyline Comment: SEC FOOTBALL								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*33	SA	500P-700P		:30	\$225.00	11/03-11/03	0 /	0	0	\$0.00	
				Buyline Comment: 5P NEWS SAT								
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*34	SA	1000P-1100P		:30	\$900.00	11/03-11/03	0 /	0	0	\$0.00	
				Buyline Comment: 48HR MYSTERY								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	35	SU	500A-600A		:30	\$85.00	11/04-11/04	1	1	1	\$85.00	
				Buyline Comment: EYE WASH/WSJ								
	36	SU	600A-630A		:30	\$150.00	11/04-11/04	1	1	1	\$150.00	
				Buyline Comment: 6A NEWS SUN								
	*37	SU	630A-800A		:30	\$1,225.00	11/04-11/04	1 /	1	1	\$1,225.00	
				Buyline Comment: CBS SUN AM								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*38	SU	800A-830A		:30	\$1,225.00	11/04-11/04	1 ✓	1	1	\$1,225.00	
				Buyline Comment: 8A NEWS SUN								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*39	SU	830A-900A		:30	\$1,400.00	11/04-11/04	0 ✓	0	0	\$0.00	
				Buyline Comment: FACE THE NATION								
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*40	SU	930A-1000A		:30	\$175.00	11/04-11/04	0 ✓	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	41	SU	1000A-100P		:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
				Buyline Comment: NFL 10A								
	42	SU	100P-400P		:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
				Buyline Comment: NFL 1P								
	*43	SU	500P-700P		:30	\$250.00	11/04-11/04	1 ✓	1	1	\$250.00	
				Buyline Comment: 5P NEWS SUN								
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*44	SU	700P-800P		:30	\$3,750.00	11/04-11/04	0 ✓	0	0	\$0.00	
				Buyline Comment: 60 MIN								
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*45	W-F	500P-630P		:30	\$500.00	10/31-11/02	1	1	1	\$500.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 .								
				V3 Added								
	*46	SA	800P-900P		:30	\$225.00	11/03-11/03	1	1	1	\$225.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 .								
				V3 Added								
	*47	W	1000P-1100P		:30	\$2,300.00	10/31-10/31	1	1	1	\$2,300.00	
				Buyline Comment: CSI								
				Sales Remark: V3 .								
				V3 Added								

---REPORT TOTALS---

Report Totals: 66 / \$46,055.00

---SALES MONTHLY TOTALS---

Nov 12: 66 / \$46,055.00

Sales Totals: 66 / \$46,055.00

Station Totals: 66 / \$46,055.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$153,517	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+